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# The \_\_\_\_\_ MICHIGAN GAMING \_\_\_\_\_ Newsletter



## **SPECIAL REPORT: GLOBAL GAMING EXPO 2011**

### **A NOTE FROM THE EDITOR**

Regulatory Management Counselors, P.C. is honored to bring the readers of *The Michigan Gaming Newsletter* a detailed look at the news, events and developments from the 11<sup>th</sup> annual Global Gaming Expo ("G2E"), which was held October 4-6 in Las Vegas, Nevada. The organizers of the G2E, the American Gaming Association and Reed Exhibitions deserve a thank you for assembling a tremendous conference program and exhibit hall.

### **11TH ANNUAL GLOBAL GAMING EXPO CLOSES IN LAS VEGAS**

Last week, the 11<sup>th</sup> annual Global Gaming Expo (G2E) came to a close at the Sands Expo and Convention Center in Las Vegas, Nevada. The conference ran from October 4-6, with G2E's specialized professional education events held on October 3. This year marked the 11th anniversary of the G2E, with a newly adjusted schedule that moved the annual trade show and conference ahead by more than one month. The conference is the largest gaming industry trade show, bringing together industry professionals from around the world. G2E provides an in-depth look at new products, technologies, insights and innovations within the gaming industry.

If you are interested in further information regarding G2E 2011, or would like information about G2E 2012, please visit [www.globalgamingexpo.com](http://www.globalgamingexpo.com).

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## **GAMING INDUSTRY PROFESSIONALS OPTIMISTIC ABOUT INDUSTRY'S FUTURE**

A recent survey conducted by the American Gaming Association (AGA) at Global Gaming Expo (G2E) 2011 found that gaming professionals are optimistic about the future of the gaming industry and the future success of their companies.

More than 1,150 gaming industry professionals were surveyed at G2E 2011, and more than three out of four (77%) feel positive about where the casino gaming industry is headed in 2012. Four out of five (80 percent) believe that the gaming company they work for will be stronger in 2012, and more than three-quarters (76%) say that they are not concerned about their future employment situation.

Attendees also were asked about their experience at G2E 2011. Nine out of ten (90%) said that G2E makes them feel better about the industry's outlook, and nearly four out of five (79%) gained a new perspective about the gaming industry from attending the tradeshow and conference event.

"These survey results indicate that there are exciting times ahead for the gaming industry," said Courtney Muller, senior vice president at Reed Exhibitions. "G2E is a show by the industry and for the industry, and we are encouraged by our attendees' enthusiasm about their G2E experience and the future of the gaming industry."

## **GLOBAL GAMING BUSINESS ANNOUNCES 2011 GAMING AND TECHNOLOGY AWARDS**

On Thursday, October 6, 2011, *Global Gaming Business* magazine announced the winners of the 10<sup>th</sup> annual Gaming & Technology Awards in conjunction with the Global Gaming Expo in Las Vegas, Nevada. These awards are an industry standard which recognize excellence in innovation and practical application through product technology and development.

Judges for the awards were Claudia Winkler, senior vice president, professional services, NEWave; Robert R. Russell, Gaming Analyst, Regulatory Management Counselors, P.C.; Frank Neborsky, vice president of slot operations, Mohegan Sun; Gerhard Burda, president and CEO, ESCAPES Advisory Services; and Lindsay Stewart, vice president of electronic gaming, Sociedade de Jogos de Macau (SJM).

The winners are listed below:

### **Best Consumer Service Technology:**

- 1<sup>st</sup> Aristocrat Technologies nRich Bonusing Engine
- 2<sup>nd</sup> Bally Technologies Mobile Platform
- 3<sup>rd</sup> International Game Technology Intelligent Bonusing

### **Honorable Mention:**

JCM Global Paycheck 4 Thermal Printer  
Multimedia Games TournEvent 4.0

### **Best Productivity-Enhancement Technology:**

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- 1<sup>st</sup> Cantor Gaming eDeck
- 2<sup>nd</sup> Rainmaker Group Revolution System
- 3<sup>rd</sup> Gaming Laboratories International GLI Mobile

**Honorable Mention:**

Bally Technologies Service Tracking Manager  
NEWave myDocumentManager Suite

**Best Slot Product:**

- 1<sup>st</sup> Bally Technologies Fish'n for Loot
- 2<sup>nd</sup> Aruze Gaming Amazon Fishing
- 3<sup>rd</sup> International Game Technology The Twilight Zone in 3D Video Slots

**Honorable Mention:**

WMS Pirate Battle  
Aristocrat Technologies More Hearts

**Best Table Game Product or Innovation:**

- 1<sup>st</sup> Interblock G4 Organic Roulette OR FBS 12
- 2<sup>nd</sup> Shuffle Master i-Table Roulette
- 3<sup>rd</sup> DEQ Systems EZ Baccarat with Panda 8

**Honorable Mention:**

Gaming Partners International RFID Poker Table  
DigiDeal Corporation Pik-It Poker

“The Gaming & Technology Awards have long been recognized as the top honor for gaming equipment suppliers,” says Courtney Muller, senior vice president at Reed Exhibitions. “By partnering with *Global Gaming Business* magazine on this program, G2E is able to recognize the most innovative and progressive companies developing new technology today.”

## **INDUSTRY LEADERS HONORED AT AGA COMMUNICATIONS AWARDS**

On Wednesday, October 5, 2011, the American Gaming Association (AGA) awarded 13 casino operators and gaming supply companies with Gaming Voice Awards at the 11th annual AGA Communications Awards luncheon. Winners were found in four different gaming sectors – commercial, tribal and racetrack casinos and gaming equipment manufactures.

The Gaming Voice awards, which recognize outstanding corporate communications, public relations and advertising in the gaming industry, were presented at a ceremony held at the Sands Expo and Convention Center in conjunction with Global Gaming Expo (G2E), the gaming industry’s premier trade show.

“The excellent work recognized today is able to stand out in a very crowded marketplace where the demands on a consumer’s attention are increasing every day,” said Frank J. Fahrenkopf, Jr., president and

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CEO of the AGA, who served as master of ceremonies for the awards presentation. “The fact that no company or property dominated today’s awards is a good thing for gaming as a whole because it is proof that excellent work is being done by marketers, advertisers and communicators in every corner of our industry.”

Caesars Entertainment Corporation was one of three companies to take home multiple Gaming Voice Awards. It won Best Social Media Program for the comprehensive social media program encompassing its Las Vegas properties and Best Digital Direct Mail for the “Seven Stars Las Vegas Signature Personalized URL and E-mail.”

The launch of Boyd Gaming Corporation’s “B Connected” loyalty program garnered the company two different awards – Best Mobile Marketing for “B Connected Mobile” and Best Website for “B Connected Online.” MGM Resorts International, the third company to win two Gaming Voice trophies, was recognized for excellence in publications, winning Best Employee Publication for “The Daily Momentum” and Best Customer Publication for “M life magazine.”

The gaming equipment manufacturing sector took home a combined four awards, with Bally Technologies, Inc winning the day’s most prestigious award – Best Multi-format Ad Campaign – for its “Cash Wizard” campaign. Bally’s win marked the first win for a business-to-business campaign in the category. International Game Technology (IGT) earned the Gaming Voice Award for Best Communications Campaign with its “Hangover Slot Employee Engagement Campaign,” and WMS Industries, Inc. won Best Annual Report for the second straight year. The Gasser Chair Company was the only non-slot manufacturing supplier to take top honors, winning Best Print Advertising Campaign for “Gasser Dazzles.”

Two Gaming Voice Awards were given to casinos north of the border this year. Casino Rama in Rama, Ontario was recognized with Best Print Advertisement for its “Cauliflower Ad,” and Fallsview Resort Casino in Niagara Falls, Ontario was named as the top entry in the Best Outdoor Advertisement category for “Break Out of the City.”

There was a tie in the Best Television Advertisement category between Ameristar Casinos, Inc. for “RoboDealer” and Empire City Casino in Yonkers, N.Y. for “Big Ball.”

Other winners included Pinnacle Entertainment, Inc., which took top honors in the Best Direct Mail category for “My Choice – The Owner’s Club,” and Table Mountain Casino in Friant, Calif. for “Bingo,” which was named the Best Radio Advertisement.

In addition to the juried awards, the AGA honored Jan L. Jones, senior vice president of communications and government relations for Caesars Entertainment Corporation, with the Lifetime Achievement Award for Gaming Communications. In her current position with Caesars Entertainment, Jones oversees all worldwide government affairs, corporate communications, community relations and corporate social responsibility programs for the \$9 billion corporation – the world’s largest gaming company. Prior to joining the company in November 1999, Jones served two terms as mayor of the City of Las Vegas. She was the city’s first woman chief executive and often is credited with accelerating the growth of Las Vegas in the 1990’s.

“Jan is someone whose excellence as a gaming communicator cannot be disputed,” Fahrenkopf said. “She has represented the interests of our industry in communities across the country and around the world, pursuing issues vital to the health of the overall industry – responsible gaming, environmental sustainability, diversity and growth.”

Awards were presented in 15 categories, and a panel of judges with expertise in advertising, marketing,

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public relations, Internet design, graphic arts and financial communications determined the winners from among 218 total entries.

The AGA Communications Awards were made possible with generous support from Piercy Bowler Taylor & Kern (PBTK) and G2E.

### **2011 Gaming Voice Award Winners**

#### **Best 2010 Annual Report**

WMS Industries, Inc. – “2010 Annual Report: The Game has Changed”  
(Assisting agency: Jaffoni & Collins Incorporated)

#### **Best Communications Campaign**

International Game Technology (IGT) – “The Hangover Slot Employee Engagement Campaign”

#### **Best Customer Publication**

MGM Resorts International – “M life magazine”  
(Assisting agency: Custom Publishing Group)

#### **Best Digital Direct Mail**

Caesars Entertainment – “Seven Stars Las Vegas Signature Personalized URL/E-mail”  
(Assisting agency: The Media & Marketing Group)

#### **Best Direct Mail**

Pinnacle Entertainment, Inc. – “My Choice - The Owners Club”  
(Assisting agency: SK+G)

#### **Best Employee Publication**

MGM Resorts International – “The Daily Momentum”

#### **Best Mobile Marketing**

Boyd Gaming Corporation – “B Connected Mobile”

#### **Best Multi-format Ad Campaign**

Bally Technologies, Inc. – “Cash Wizard Multi-format Ad Campaign”  
(Assisting agency: Eurie Creative)

#### **Best Outdoor Advertisement**

Fallsview Casino Resort – “Break Out of the City”  
(Assisting agency: Blammo Worldwide)

#### **Best Print Advertisement**

Casino Rama – “Cauliflower Ad”  
(Assisting agency: Marshall-Fenn Creative Communications)

#### **Best Print Advertising Campaign**

Gasser Chair Company – “Gasser Dazzles”  
(Assisting agency: Concussion, LLP)

#### **Best Radio Advertisement**

Table Mountain Casino – “Bingo”  
(Assisting agency: The Glenn Group)

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### **Best Social Media Program**

Caesars Entertainment – “Caesars Entertainment Las Vegas Social Media Program”

### **Best Television Advertisement (TIE)**

Ameristar Casinos, Inc. – “RoboDealer”

(Assisting agency: Cannonball)

and

Empire City Casino – “Big Ball”

(Assisting agency: DDB NY)

### **Best Website**

Boyd Gaming Corporation – [www.bconnectedonline.com](http://www.bconnectedonline.com)

## **PATH TO GAMING REGULATION REFORM DISCUSSED AT G2E**

On Tuesday, October 4, 2011, gaming industry members discussed the path to reforming gaming regulations across the country during the “Improving Gaming Regulations: 10 Recommendations for Streamlining Processes and Maintaining Integrity” panel session at this year’s Global Gaming Expo (“G2E”) in Las Vegas. The discussion was the first of a series of panels that discussed regulatory reform efforts presented in the American Gaming Association’s (“AGA”) white paper, which has the same title.

**Click here to obtain a copy of the white paper.**

The panel was moderated by David O. Stewart, counsel to Ropes and Gray, L.L.P., who is also the lead author of the AGA white paper. The panel consisted of the following industry experts: Robert R. Russell, Gaming Analyst for Regulatory Management Counselors, P.C.; Michael Fries, Vice President of Legal Affairs for Isle of Capri Casinos, Inc.; Susan Carletta, Staff Attorney - Corporate Compliance for Caesars Entertainment; and Jeffery R. Rodefer, Vice President of Legal Affairs, Corporate Compliance Officer and Assistant General Counsel for Boyd Gaming Corporation. Each panel member contributed to the AGA report and offered supporting commentary relating to the details contained therein.

Mr. Stewart began by providing the audience with a brief history of the AGA white paper and the regulatory concerns that lead to its development. He stated that “regulations cannot be static...they must be updated for changes in the marketplace,” noting that the wide variance in regulations across each gaming jurisdiction creates inefficiencies in the market and stagnates growth in the industry. The panel discussion was then directed to address four recommendations for reform: 1) Eliminating or extending gaming license terms, 2) Wider adoption of the International Association of Gaming Regulators model form for key person licensing, 3) Waiver of licensing for institutional investors holding up to 25% interest in a gaming company and an automatic waiver for those institutional investors holding up to 15% interest, and 4) Eliminating licensing requirements for outside directors.

Mr. Russell noted his experience advising large, gaming and non-gaming supplier clients that have been discouraged from entering certain gaming markets because of the extensive and invasive disclosures required for licensure in multiple jurisdictions. In addition, institutional investor licensing has limited the access to capital markets for gaming companies because investors are choosing to invest in other industries with less invasive regulatory requirements. Mr. Russell also noted that the licensing thresholds for institutional investors have discouraged those already investing in gaming from increasing their holdings and funding.

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Mr. Fries added that the definition of an institutional investor varies by jurisdiction, and that the industry should promote a uniform standard. Mr. Rodefer agreed, noting that institutional investors are passive by definition therefore making a uniform standard easier to develop and implement across multiple jurisdictions. All panelists agreed that a uniform standard for institutional investors would have an immediate benefit of providing access for gaming companies to much needed capital because it would encourage participation by previously hesitant investors.

The panel also discussed the need for standardized forms and the possibility of a universal information bank that could collect and provide sensitive information to multiple regulatory agencies. Mr. Fries noted that Nevada and New Jersey have driven these types of changes and proved that standardized forms and regulatory systems can be successful. Mr. Russell noted that gaming companies are having problems attracting top talent in key person and outside director positions because of the volume and variety of licensing forms that must be submitted to serve in key positions. Ms. Carletta noted that the broad requirements for licensure have a dramatic affect on non-gaming companies in particular because of their lack of familiarity with the industry and hesitance to provide sensitive information to regulators across the country. Standardized forms and a universal database could help eliminate these problems. Mr. Russell suggested that the industry look at the financial industry for a model of database maintenance for sensitive information that regulators can access similar to FINRA.

The session closed with a discussion on the approach for achieving reform. All panelists agreed that the industry and regulators must work together to approach change and that cooperation is key to success. Mr. In responding to questions regarding how new and expanding jurisdictions should be approached, Ms. Carletta and Mr. Fries noted that training programs and educational materials should be provided to educate regulators on the practical effect of regulations on the industry and tested ways of ensuring public interest protection while promoting economic efficiency. Mr. Russell noted that face-to-face meetings with industry regulators are needed in order to establish an open dialogue and ensure all regulatory concerns are heard and addressed.

## **EXPERTS DISCUSS DEVELOPMENT OF STRONG HUMAN RESOURCES PROGRAMS**

On Wednesday, October 5, 2011, a panel of human resources experts discussed the current state of Human Resources (“HR”) efforts in the gaming industry and proposed future paths for recruiting and managing top talent at the 2011 Global Gaming Expo in Las Vegas. The panel, titled “Talent Optimization: Building a Powerful HR Machine” was moderated by Sebastian Font, Vice President of Organizational Development at Gaming Hospitality Experts, LLC.

In addition to Mr. Font, the panel included experienced HR and operations experts from across the industry, including: Sarah Jackson, Senior Vice President of Human Resources for Isle of Capri Casinos, Inc.; David Schugar, Principal Partner of RMC Gaming Management, L.L.C.; and, Akiko Takahashi, Executive Vice President, Chief of Human Resources and Corporate Social Responsibility Officer for Melco Crown Entertainment, Ltd.

Mr. Font began by giving an overview of the various challenges HR departments face in the gaming industry. In order to grapple with a changing economy, HR must be viewed as a strategic tool, be used more efficiently and create a culture where employee satisfaction drives growth and the customer experience. Although there are challenges, Mr. Font noted that improvement in HR methods can give properties, which offer identical products, a competitive advantage by improving the culture of a property or brand.

The panel discussion began by addressing what is needed for an HR department to succeed. Ms. Jackson

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noted that HR managers must have a keen sense of the strategic business goals in order to access what the executive management team needs to succeed. Ms. Takahashi added that communication between the HR department and the CEO is crucial to effectively implementing HR changes. She noted that one of the common problems is placing talented people in the wrong position and that the individual relationships between the employee, manager, and the company goals must align for sustained success.

In discussing the creation of a positive culture, Mr. Schugar noted that the internal promotion process is what defines a company's HR culture. By making job performance and evaluation the key factor in internal promotions, a company is sending a message to employees that promotes personal growth to achieve both personal and corporate goals. All panel members agreed that cooperation with top management executives is key in providing a centralized promotion and talent optimization path.

The panel then discussed the methods for retaining top talent and leadership development. Ms. Jackson noted that promoting personal relationships between managers and employees creates a culture of appreciation and understanding. In addition, Ms. Takahashi stated that internal opportunities for advancement must be available to give employees opportunities to advance within the company in order to reduce turnover.

Mr. Schugar provided his past experiences in operations as an example of how to discover and manage future leaders. He suggested a simple technique to identify potential shortcomings in leadership structure by theoretically asking: 'among current management, who would run a project in my absence?' Typically, management should always choose those employees with the highest positions on the company's organizational chart. If management chooses others, then there must be a correction in the model so that the top leaders are holding the correct titles and have the appropriate responsibilities.

Ms. Takahashi noted that finding individuals whose personalities fit into the company's culture is more important than finding someone who has the right skill set. This is because the employee will learn skills during their employment, but personality clashes will hinder growth of the employee and their coworkers.

Mr. Font closed the session by stating that an HR department should focus on developing leadership capital – promoting employees who have the ability to lead and build trust among a team.

## **G2E 2011: THE STATE OF PLAYER TRACKING SYSTEMS**

On Thursday, October 6, 2011, an experienced panel of operations experts discussed the current state of player tracking and methods for improving player loyalty in a difficult economy. The panel, held at the 2011 Global Gaming Expo in Las Vegas, was moderated by Luigi Mastropietro, Vice President of Relationship Marketing for Global Cash Access, Inc. Panel members included: David Schugar, Principal Partner of RMC Gaming Management, L.L.C.; Frank Neborsky, Vice President of Slot Operations for Mohegan Sun; and, David Patent, Chief Operating Officer for Rush Street Gaming, L.L.C.

After providing a brief history of automated player tracking systems, the panel addressed how to organize player data and establish player loyalty goals. Mr. Patent stated that player loyalty programs should have two goals; to increase the frequency of trips, and to increase the amount wagered per trip. In addition, non-gaming amenities can be used to set a property apart from local competitors and to draw individuals in through a non-gaming experience. Mr. Neborsky noted that the value of promotions has increased due to the struggling economy. This sentiment was echoed by Mr. Schugar who stated that the current state of player loyalty has created a player's market.

The panel then discussed the variations on player loyalty efforts between table and slot players. Mr.

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Neborsky stated that slot players are automatically tracked but that table games remain difficult to accurately monitor play, leading to assumptions and errors in player rewards programs. Mr. Schugar added that there is a personality difference between slot and table players, noting that slot players want every wager accurately recorded while table game players prefer the margin of error in manual wager calculations. This is because table game players are more likely to be overcompensated for their play because of the inability for management to accurately determine table betting patterns and total amount wagered.

In addressing the economy's effect on promotions, Mr. Patent noted that, as the economy improves and promotions are scaled back, communicating with the player is key to maintaining loyalty. In deciding to change a loyalty plan, intangible values must be considered and a thorough plan developed for handling disgruntled player loyalty members. Mr. Schugar emphasized increasing the personal aspect of player loyalty. He noted that the ability for a pit boss to immediately award a comp to a player, without having to check a computer or player loyalty program balance, can create a "magical moment" between the player and the property that drives customer loyalty. In general, Mr. Schugar noted that the gaming industry has lost the allure of personal service in player loyalty in part because of the automated systems that drive player comps today.

## **CASINO COMPLIANCE EXPERTS DISCUSS COST CONSCIOUS STRATEGIES FOR GAMING REGULATORY COMPLIANCE AT G2E**

On Tuesday, October 4, 2011, several industry experts gathered at the Global Gaming Expo 2011 for a panel discussion titled "Balancing Act: Cost Effective Strategies for Gaming Regulatory Compliance." The panel was lead by Patricia Becker, Executive Director, International Gaming Institute, William F. Harrah College of Hotel Administration at UNLV, and explored the different ways that companies have effectively managed their compliance-side operations with lower budgets, smaller staffs and a less forgiving bottom line.

Panelists included: Tom Bechtel, Chief Operating Officer, NEWave, Inc.; Marc Comella, Vice President of Regulatory Compliance for Bally Technologies, Inc.; Greg Margaris, Director of Gaming Systems and Regulatory for Caesars Entertainment, Inc.; and Dave Waddell, Attorney and President of Regulatory Management Counselors, P.C.

The panel discussion first addressed how to effectively reduce the time and efforts put forth by compliance personnel in filing labor-intensive paperwork. Panelists agreed that the use of automated systems and the increasing trend of using electronic filing and forms has greatly reduced the effort and time associated with completing cumbersome regulatory filings. Mr. Betchel noted that proper document management systems not only create a more streamlined process, but also help to mitigate mistakes made using traditional means of filing regulatory paperwork. In addition, Mr. Waddell added that a key to reducing mistakes, and consequently the risk of fines, is to implement a sound strategy for cost effective compliance. He noted that a proper assessment of each entity must be performed in order to identify the unique aspects of each business as they exist across various jurisdictions and to build a plan that contours to their particular needs.

The panel also acknowledged the importance for a licensee to remain in 'good standing' in all of its current jurisdictions when looking to consider conducting business in prospective jurisdictions. Once a proper jurisdictional assessment has been performed, Mr. Margaris noted that it is in a company's best interest to create transparency with regulators and to try to be a 'part of the conversation' to help new jurisdictions familiarize themselves with the company. Mr. Comella added that it is also equally as

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important to know the requirements of each jurisdiction and to be proactive with your relationship with regulators to help streamline the processes and create efficiencies. Mr. Comella went on to suggest thinking of compliance as a ‘business within a business,’ because without proper compliance, the core business cannot operate within a jurisdiction. A proper return on investment analysis was also suggested by panel members as they pointed out that some jurisdictions are simply not worth the time, money and effort to transact business within due to strict and cumbersome regulatory processes in some jurisdictions.

The discussion then turned its attention to in-house compliance teams and establishing and maintaining the proper atmosphere of compliance-conscious personnel. Mr. Margaris noted that companies must have the right people with the right expertise in all departments and they must respect the regulatory environment as this will help mitigate mistakes and the potential for fines and penalties. Mr. Comella stated that Bally Technologies, Inc., takes a ‘top down’ regulatory approach and noted the company CEO and Chairman are actively part of the regulatory compliance team. In addition, Bally Technologies, Inc., utilizes metrics and scorecards to help manage accountability and instill responsibility throughout the entire company.

The panel also addressed the current industry push for regulatory reform across various jurisdictions. Mr. Waddell noted that such efforts to bring change to the regulatory environment are positive and would help the efficiency of the industry as a whole. He pointed to the recent changes in New Jersey and its recent mission process to create longer periods between renewals (five years) and that such reform can easily be modeled elsewhere. He went on to suggest the need to communicate in a positive fashion to regulators regarding modifications to currently implemented processes to help communicate the efforts being made to mitigate the costs associated with current practices. In addition, Mr. Margaris noted that he would like to see changes made to lab testing processes for gaming products. The convenience of being able to test once and not multiple times throughout various jurisdictions would reduce the costs associated with doing business and would benefit the industry as a whole by reducing product prices.

In closing, the panel addressed their proposed outlook for regulatory reform over the next five years. Each speaker generally agreed that they would like to see a more streamlined filing process in the various jurisdictions and a push for a more national and centralized system. Mr. Margaris stated that it is only a matter of time before automation and putting the information online would be implemented, and that the industry is simply feeling the ‘growing pains’ of arriving at a centralized database system. Mr. Waddell furthered the stance taken by the American Gaming Association’s recently released whitepaper “Improving Gaming Regulation: 10 Recommendations for Streamlining Processes While Maintaining Integrity.” He also pointed to the financial industry’s use of FINRA, the largest independent securities regulator in the United States, as a model that the casino gaming industry may take after as an effective and centralized regulatory depository of background suitability information which would eliminate the duplication of effort by numerous jurisdictions. He noted that most states rely upon FINRA to do background reviews of broker dealers, and suggested that a similar self-regulating organization could be created by the gaming industry in cooperation with regulators.

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## **Global Gaming Expo 2012**

October 1-4

The Sands Expo & Convention Center, Las Vegas, NV

For more information, please visit: [www.globalgamingexpo.com](http://www.globalgamingexpo.com)